
Library 2.0: Planning, People & Participation

■ Michael Stephens, Dominican University

■ www.tametheweb.com

Moving to a Library 2.0 World

- Planning: Using technology to create new or enriched services
- People: Involving all staff at all levels
- Participation: Inviting users to shape library services

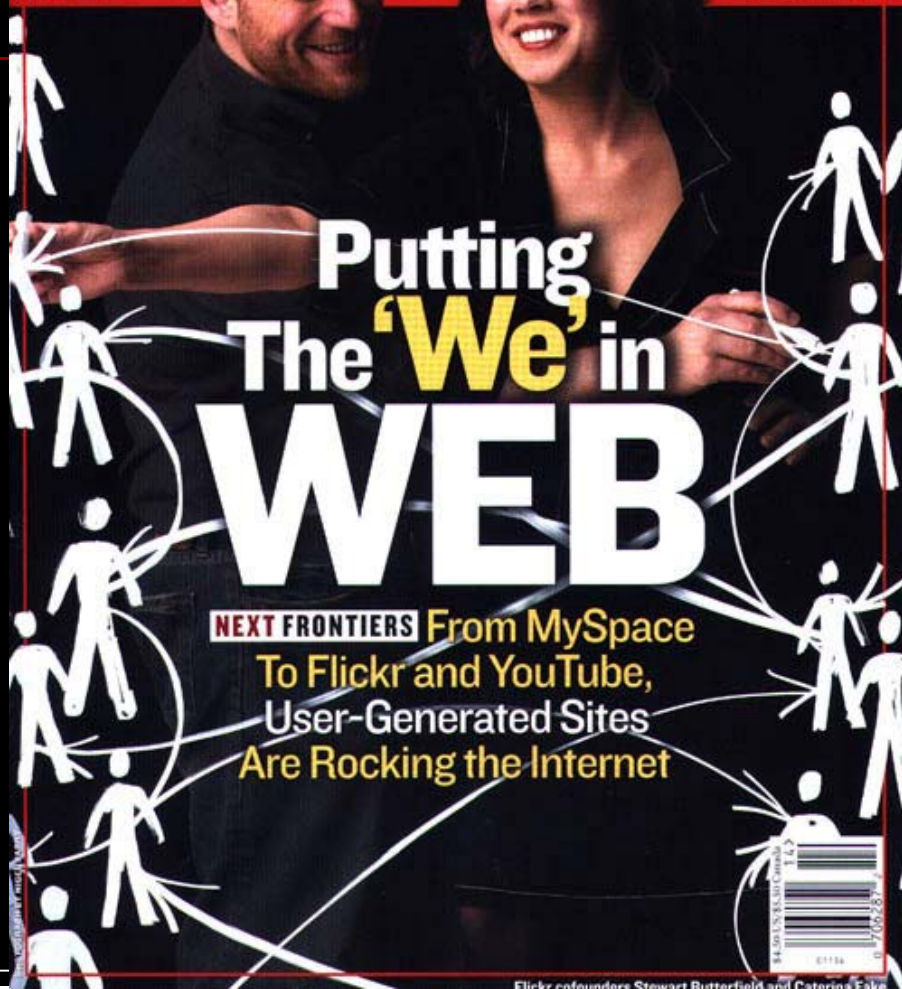
THE IMMIGRATION WAR • PANDA POLITICS



Newsweek

April 3, 2008

newsweek.msnbc.com



Putting The 'We' in WEB

NEXT FRONTIERS From MySpace
To Flickr and YouTube,
User-Generated Sites
Are Rocking the Internet



Flickr cofounders Stewart Butterfield and Caterina Fake

[Home](#) | [Nation & World](#)

Decoding MySpace

It's the coolest hangout space for teens-but parents might be surprised at what their kids do there. Here's how to help keep them safe online

By Michelle Andrews

Posted Sunday, September 10, 2006

Last year, as Margaret Sullivan was reviewing the websites her 13-year-old daughter had visited on the family computer, up popped something called *myspace.com*. Curious, she clicked on it. "Oh, my God," she thought, as she brought up a page with her daughter's full name, photograph, and school name and location in Wood-Ridge, N.J., along with personal details like her favorite bands and TV shows. "I was so upset," says Sullivan. "All someone had to do to find her was call up the school." At first, her daughter, Shannon, denied knowing anything about the site. "I knew she wasn't going to like what was up there," she says. But Shannon was distressed, too. She couldn't believe her mom was nosing around what she thought was a private place online. "I didn't know everyone could see my page," says Shannon. "I just thought it was a way to talk with my friends."

In the year and a half since Margaret and Shannon had their MySpace confrontation, the social-



TIMOTHY ARCHIBALD FOR USN&WR
INSPIRE. Matt Zeitlin's MySpace blog has become a creative outlet for the Piedmont, Calif., teenager.

Related Links

[Make it predator-proof](#)
[Some helpful tools](#)
[To snoop or not to snoop](#)
[More from Nation & World](#)

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Blog Back

OH MY WORD!!!!

Posted Sep 13, 2006 05:30 am
in [Amy - MySpace Blog](#)

I will write her name and cast it to the sky

Posted Sep 12, 2006 4:05 pm
in [Delusions of Grandeur II](#)

US News reports on My space

Posted Sep 12, 2006 11:15 am
in [Karen - MySpace Blog](#)

My Space, Safe?

Posted Sep 11, 2006 7:15 pm
in [Marriage and Family Matters](#)

A Rational Look at MySpace

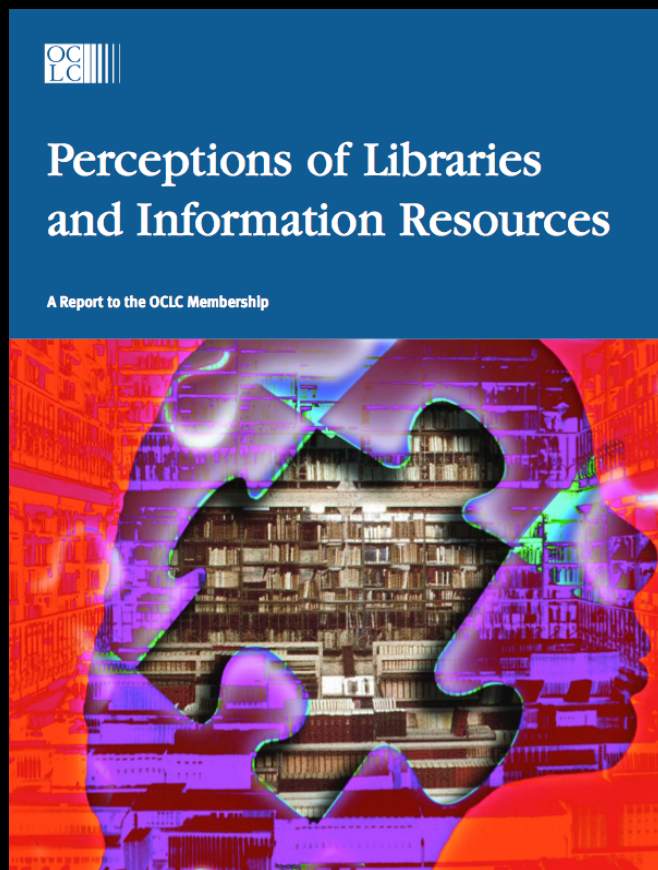
Posted Sep 11, 2006 3:14 pm
in [Web 2.0 and School Administrators](#)

[USNews.com: In the face of places like MySpace, here's how to keep kids safe online](#)

Change is Afoot

- Technology continues to improve the way we interact
- The way we live
- People are talking... to each other...
- interacting on the Web
- ...and creating content.

OCLC's Perceptions



- Reasons for never using the library website
- 1. *Didn't know it existed*
- 2. *Other Web sites have better information*
- 3. *Can't find the Web site*

The Web as platform.

Harnessing collective intelligence.

Data is the next Intel inside.

End of the software release cycle

Lightweight programming models.

Software above the level of a single device

Rich user experiences.

Web 2.0 Stuff:

- Read/Write Web
- Blogs, RSS, wikis
- Tagging & Folksonomies
- Mash Ups and Remixes
- “Find others like you!”



Olá mstephens7!

Flickr News

20 Mar 06 - Books! Books! Books! Check out three new books about Flickr and how to get your own books from Flickr on the FlickrBlog . [read more news](#)

» [Flickr Blog](#) Great photos & latest news, daily!

Do more with your photos!



Posters! Books! DVDs!

[DISMISS X](#)

Now there's even [more you can do](#) with your photos:

- [PhotoShow](#) DVDs **NEW**
- [Qoop](#) Calendars **NEW**, Posters & Books
- [Zazzle](#): U.S. postage stamps with your photos
- [Englaze](#) back-up DVDs and Slideshows

Make your photos happy — do something with them!

Organize your Photos

Tags make everything easier to find.

Invite your friends and family

Why? Flickr is so much better when your friends and family are on it. When you log in, their new pictures are there, and they automatically see yours. [Send an invitation?](#)

» [Upload photos](#) (Or, look at our uploading [tools](#)...)

» [Your photos](#) ([Recent activity](#) / [Comments you've made](#))



» [Photos from your contacts](#)



From [cindy47452](#)



From [librarianne](#)



From [libraryman](#)



From [More Altitude](#)

» [Everyone's photos](#) ([Hide](#))



From [etheriel](#)



From [meecher](#)



From [Mr. Post Man](#)



From [Jenny n Phil](#)

» [Your groups](#) (**NEW** posts in 2 of your groups)

ImaginON: Public Library of Charlotte Mecklenburg County

[ADD NOTE](#) [SEND TO GROUP](#) [ADD TO SET](#) [BLOG THIS](#) [ALL SIZES](#) [ORDER PRINTS](#) [ROTATE](#) [DELETE](#)



Uploaded on [August 4, 2006](#)
by [mstephens7](#)

mstephens7's photostream



6,235
photos

[View as
slideshow](#)

[more](#) [browse](#) [more](#)

This photo also belongs to:

ImaginON: Public Library of Charlotte Mecklenburg County (Set)



60
photos

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slideshow](#)

[more](#) [browse](#) [more](#)

Tags

- [PLCMC](#) [x]
- [library](#) [x]
- [teens](#) [x]
- [gaming](#) [x]
- [librarian](#) [x]
- [libraries](#) [x]
- [Charlotte](#) [x]
- [Imaginon](#) [x]

[Add a tag](#)



mstephens7

User

Overview[Charts](#)[Journal](#)[Groups](#)[Friends](#)[Neighbours](#)[Tags](#)

Featured stations

neighbour radio

[More stations... \(2\)](#)

Michael Stephens

Registered on Mar 5, 2005

40 years old

[United States](#)

Tracks played: 16535

[www.tametheweb.com](#)

About me:

Librarian, doctoral student,
trainer

Recent Tracks

No recently played tracks to display.

Download User

Get free User tracks, 750,000+ songs, 14
days free! aff.[Ads by Google](#)

Free User Downloads

Listen to User. Free access to 1,300,000+
songs.[Advertise on this site](#)

Top Artists – Overall

Generated: Saturday Apr 1

1	Fleetwood Mac	4858
2	Stevie Nicks	1541
3	Moby	940
4	Loreena McKennitt	750
5	Enya	543
6	Blondie	380
7	New Order	275
8	Conjure One	244
9	Delerium	243
10	Cher	237
11	Sarah McLachlan	235
12	Madonna	198

Shoutbox (Edit...)

Your shoutbox is empty.

Post to shoutbox...

Recommendations

Artist: SAMUEL SIXTO

[More music...](#) Journal: [Hear More, Share](#)[More](#)[More reading...](#)

More recommendations...

Neighbours

Popsock

Kimik0

jimfenos

allseven

feeldreams

rhiannonrevolts

More neighbours...



**SOUTH CAROLINA
TECHEXPRESS**

ABRAM LEVINE
& STEPHENS

says
RECORDS

STEREO
TIME 3:27

LIBRARY 2.0

<http://www.says-it.com/record/>

Bookmarks

Blogs

Tagging

Content

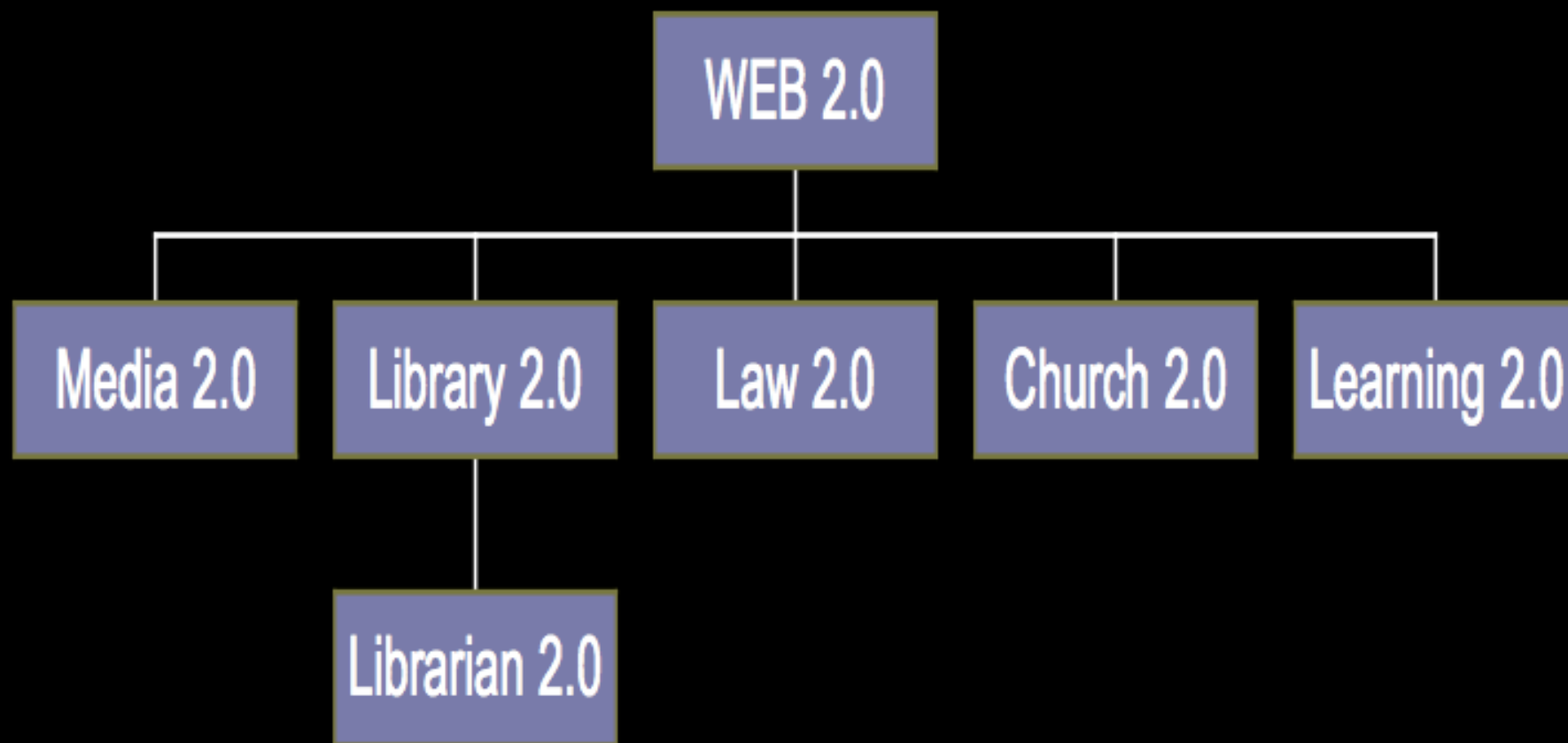
The Offspring of Web 2.0

Comments

RSS

Wikis

Memes & Discussions



Library 2.0 / Casey & Savastinuk

- *The heart of Library 2.0 is user-centered change. It is a model for library service that encourages constant and purposeful change, inviting user participation in the creation of both the physical and the virtual services they want, supported by consistently evaluating services.*
- <http://www.libraryjournal.com/article/CA6365200.html>

The principles of Library 2.0 seek to break down barriers: barriers librarians have placed on services, barriers of place and time and barriers inherent in what we do. In this user-centered paradigm, libraries can get information / entertainment / knowledge into the hands of our users wherever they are by whatever means works best. *Stephens*

Librarian 2.0

Harnesses the power of Web 2.0 &
L2 Thinking

Librarian 2.0

- Harnesses the social tools of Web 2.0
- Understands the Long Tail
- Uses the Wisdom of Crowds
- Plans for physical and online experience and collaboration

Librarian 2.0 Embraces Web 2.0

- How do we implement, sustain and report on new technologies in libraries?
- How do these tools help us?
- How do they fit into the library landscape?

“Technology is a tool...it is only a tool”

- Sandra Nelson
- *Wired for the Future*



Web 2.0 Tools

- Blogs, RSS & Podcasts
- IM
- Wikis
- Mash Ups
- Flickr
- Social Networks & Virtual Worlds

WAYNE STATE UNIVERSITY

NEXTGEN LIBRARIAN /II/II

Wayne State University Library System

POSITION PURPOSE: Wayne State University Libraries are currently seeking a dynamic, creative, and self-directed individual to join our talented team of librarians, web developers, multimedia specialists, instructional designers, and systems administrators. As the "NextGen Librarian" you will play a leading role in exploring, implementing and supporting transformative technologies that will enhance access to our electronic resources and services.

If your skills match those we've listed below and if you have a passion for innovative resources and services please send us your resume! This is your opportunity to work for the library that is a recognized national leader in the provision of "e-services"!

ESSENTIAL DUTIES: This is a newly created position that will provide leadership and vision for "transformative technologies" in the provision of library resources and services. Reporting to the Director of Public Services the incumbent: Creates communication venues and distributes content via digital tools such as blogs and wikis for the library system website; Develops and delivers library instruction through podcasts and multimedia webcasts; promotes community via new technologies within the library and virtually via IM and other emerging communication mechanisms; enhances the WSU Library System web presence with current content and methods for distribution such as RSS; investigates and implements new technologies that may enhance the Library System's web presence; provides training and support for other librarians on new technologies; maintains currency in information technology, librarianship, and instructional design; collaborates with other librarians to develop shared resources in support of the Libraries' mission and strategic directions; collaborates with other librarians to perform outreach and communicate information about the Libraries' online resources and services to clients; participate positively as a member of working groups and teams to develop/implement policies and procedures, facilitate decision-making, resolve problems, implement assigned projects, improve customer service and ensure smooth delivery of services; communicates effectively and positively with unit management, with colleagues in other units and with colleagues within the unit to provide effective and efficient services that meet customer needs and promote a positive team environment; generates funding through grant and foundation proposals; and performs other duties typically assigned to librarians in Public Services (virtual reference, instruction, etc).

Instant Messaging

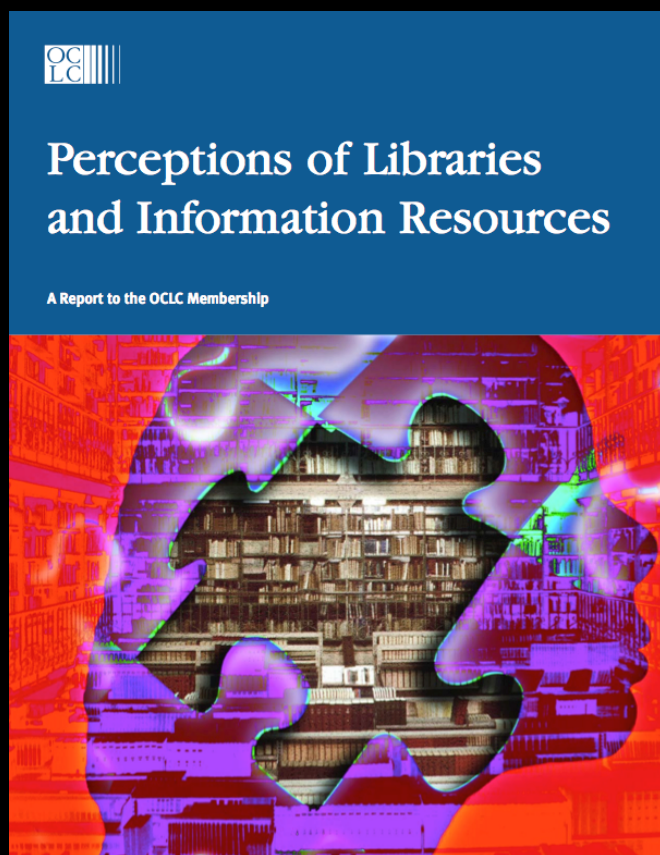
Pew Study: Millennials

- Team Oriented
- Immersed in media & gadgets (that's mobile!)
- They use the Social Web (MySpace anyone?)
- Accept loss of privacy for accessibility
- Their learning is shaped by technology & collaboration

Instant Messaging Stats

- **IM is here!** (AOL Instant Messaging Trends Survey, August '04)
 - 80 million Americans use IM (27%)
 - 250 million world wide
 - 7 billion messages sent each day
- **Pew Internet Study**
 - 53 million American adults use instant messaging and its appeal is especially apparent among young adults and technology enthusiasts.

OCLC's Perceptions



- **51% Have Used Instant Messaging**
- **30% have never heard of online databases.**



Ask a question via a live chat session Monday through Saturday during the [Main Library hours of operation](#). We have user names for AIM, Yahoo! and MSN Messenger. A librarian will gladly help you find the information you seek, be it in print or online.



For AIM, our screen name at SJCPL is **asksjcpl**.



For Yahoo!, our screen name at SJCPL is **asksjcpl**.



For MSN, our screen name at SJCPL is **asksjcpl@hotmail.com**.



MAC OSX users can use iChat. Our screen name at SJCPL is **asksjcpl**.

Click below, on your preferred Instant Message icon for instructions on how to download the free software, and get your own screen name.



**AOL
Instant
Messenger**



**Yahoo!
Messenger**



**Microsoft
Messenger**

FASTER IM

- Flow
- Ask Questions
- Software
- Training
- Ease of Use
- Return on Investment
- IM can be a cost-effective means for any library to have a virtual reference presence in virtual spaces where our users already live!

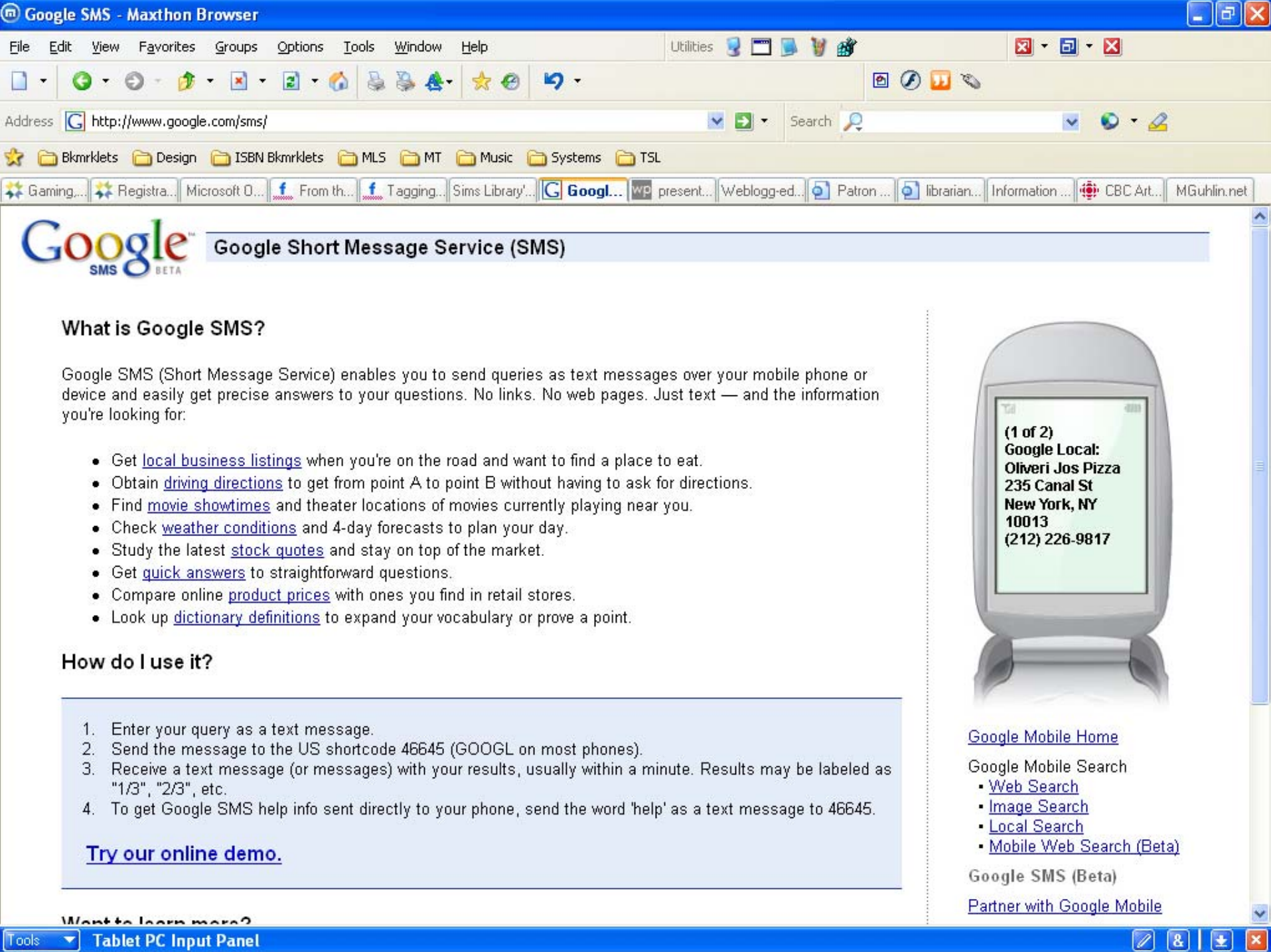
Stephens, FASTER IM, Computers in Libraries, April 2006

Best Practices for IM

- Make IM part of your technology plan
- Use a multi-network program
- Promote your screen name and service
- Admin should be messaging as well
- Train and encourage staff to interface via IM from their desks
- Add your IM name to your business cards, sig files, presence

Short Messaging Service SMS







Text A Librarian @ 011-6142-TXT-SELU 011-6142-898-7358

Text A Librarian is a component of Sims Memorial Library's Ask A Librarian service that enables Southeastern students, faculty and staff to send questions to and receive answers from librarians at Sims Library by using the text message feature of their cell phones.

Frequently Asked Questions

[Who can use the service?](#)

[When should you use the service?](#)

[What do you need to use the service?](#)

[What does the service cost?](#)

[What information should I supply?](#)

[How long does it take to get a response?](#)

[What type of response will I get?](#)

[Privacy Statement](#)

[Your Technology Fee at Work](#)

[Feedback](#)

Wikis

Harnessing collective intelligence.

Wikis



Wiki: "...a web application that allows users to add content, as on an Internet forum, but also allows anyone to edit the content. The term *Wiki* also refers to the collaborative software used to create such a website.... The name is based on the Hawaiian term *wiki wiki*, meaning 'quick' or 'informal'....

The Portland Pattern Repository was the first wiki, established by Ward Cunningham on March 25, 1995. He invented the wiki name and concept, and implemented the first wiki engine."

-- Wikipedia, <http://en.wikipedia.org/wiki/Wiki>

[article](#)[discussion](#)[edit](#)[history](#)

Editing Main Page



[[Media:Example.ogg]]

Welcome to the TTW Wiki!

[[Collaboration Pages]] | [[Articles]] | [[Blog Posts]]

[[Internet Librarian International]]

Wiki sites that blow me away:

[http://epnweb.org/summit_wiki/index.php?title=Main_Page Downer's Grove Summit]

[http://www.ils.unc.edu/asist2005/wiki/index.php?title=Main_Page ASIST Wiki]

Summary:

Subject Guides

[article](#)[discussion](#)[edit \(librarians only\)](#)[history](#)

Main Page



Welcome to SJCPL's Subject Guides. All of the guides have areas where you can offer feedback, input, and suggestions for other guides you would like to see. Don't be surprised if more information is added to your favorite guide, or if new guides pop up! See [How to Use the Subject Guides](#) to get started!

navigation

- [Subject Guide Home](#)
- [Browse by Category](#)
- [See All Guides](#)
- [Ask a Librarian](#)
- [Online Catalog](#)
- [Recent Changes](#)
- [Random Page](#)
- [SJCPL Home](#)

search

toolbox

- [What links here](#)
- [Related changes](#)
- [Upload file](#)
- [Special pages](#)
- [Printable version](#)

Subject Guides List

Books

- [Biography and Memoir](#)
- [Da Vinci Code](#)
- [Harry Potter](#)

Business

- [Business](#)
- [Consumer Information](#)
- [Jobs](#)

Directories

- [Information Desk](#)

Education

- [Education](#)
- [Homework](#)
- [Internet Classes](#)
- [Local Scholarships](#)

Entertainment

- [Arts & Entertainment](#)

Genealogy & Local History

- [Genealogy](#)
 - [Genealogy Websites](#)
- [Local History](#)
 - [Local History Websites](#)

Government

- [Indiana Information](#)
- [Legal Information](#)
- [South Bend Information](#)
- [St. Joseph County Information](#)
- [Tax Information](#)
- [U.S. Government Information](#)
- [Voter Information](#)

Health & Fitness

- [Health](#)

Hobbies

- [Antiques & Collectibles](#)
- [Crafts](#)
- [Photography](#)

Home

- [Cooking](#)
- [Gardening](#)
- [Pets](#)
- [Wedding Celebrations](#)

News & Current Events

- [Current Events](#)

Recreation

- [Games](#)
- [Sports & Recreation](#)
- [Travel](#)

Contact Us

- [Talk To the Library](#)



pb wiki

Make a free, password protected [wiki](#) as easily as a peanut butter sandwich.

WikiName

Just letters, no spaces.

Email

We'll mail you the password.

Make a wiki!

[\(we don't spam\)](#)

[7032 pbwikis made!](#) [Got questions?](#)

Our [privacy policy](#) protects your rights.

Other Social Tools

- Del.icio.us: Web bookmark manager
- <http://del.icio.us>
- Flickr: Image sharing and community
- <http://www.flickr.com>
- Facebook & MySpace: Social networks



scstatelibrary's photos pro

[Sets](#) [Tags](#) [Archives](#) [Favorites](#) [Profile](#)

[View as slideshow](#)
([New window](#))

250,000 032



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Barnwell County Library Check...
[33 photos](#)



Calhoun (S.C.) County Library
[64 photos](#)



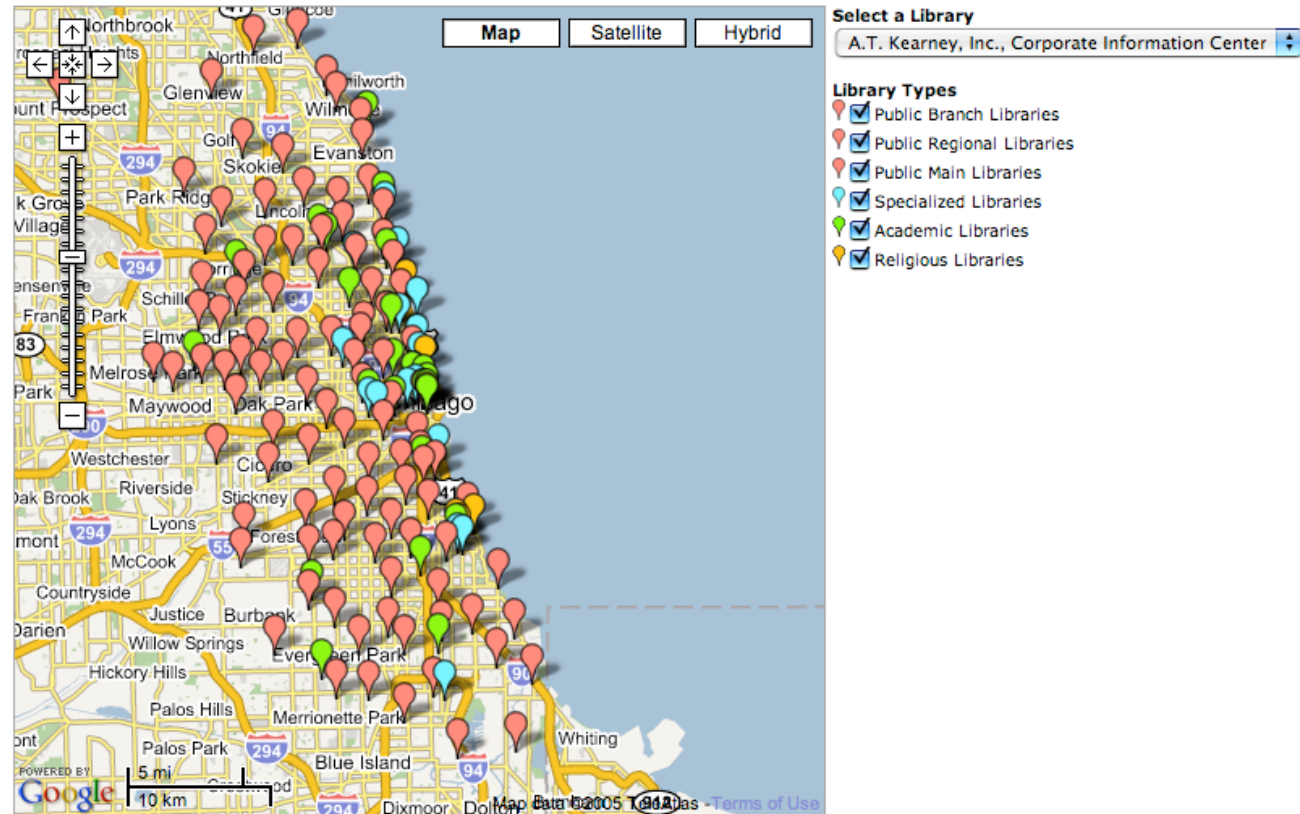
Talking Book Services
[23 photos](#)

cyril labs

exploration. innovation.

[home](#) [projects](#) [blog](#) [news](#) [press](#) [links](#) [about](#)

This is a map of the Chicago library system, based on the Google Maps API. It is currently undergoing extensive re-development, so it may be down from time to time.



sdg

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<http://cyril.us/proj/chimaps/libmap.php>



<http://secondlifelibrary.blogspot.com/>

What about money?

- WordPress for Blogs: Free
- RSS: Free Free Free
- Trillian or Gaim for IM: Free
- MediaWiki or PBWiki for wikis: Free
- Staff Time!

5 Phrases I Never Want to Hear in Libraries Again!

- We've always done it this way
- He or she is a roadblock to anything new
- The IT department won't let us
- I don't have time for _____
- Our director doesn't like technology

Beyond the 2.0 Tools

More on Librarian 2.0!

Librarian 2.0 controls Technolust

- Sexy Technology -Wanting it because it's so cool!
- How does it fit into the plan or mission?
- If it fits, implement!
- Many libraries experience technomust and follow the crowd
- Techno-divorce too!

Librarian 2.0 makes good decisions

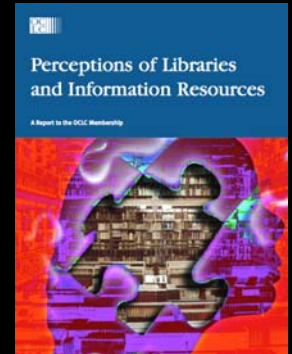
- Quick decisions for rapid change
- Evidence-based decision making
- Resources abound
- Talk to other librarians
- Field trip, anyone?
- What are successful libraries doing?

Librarian 2.0 plans for their users

- User-centered planning
- Find new ways to deliver services that meet their needs
- Involve your users in planning from the beginning
- Ask them what they want - don't tell them what they need

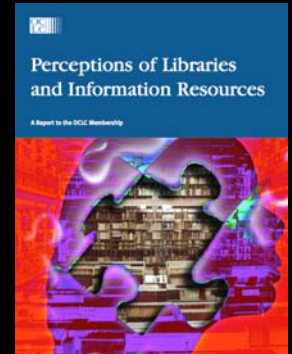
5 Factors to Consider

- Does it place a barrier between the user and the service?
- Is it librarian-centered or user-centered in conception, i.e. is it born from complaints from librarians about users?
- Does it add more rules to your bulging book of library rules, procedures and guidelines?



5 Factors Continued

- Does it make more work for the user or the librarian?
- Does it involve having to damage control before you even begin the service? If so, you might want to rethink!



NextGen Library Users will be:

- Format agnostic
- Nomadic
- Multitasking
- Experiential
- Collaborative
- Integrated
- Principled
- Adaptive
- Direct

Abram & Luther

Please
DO NOT USE
Cell Phones
In the Library



USE IN ENTRY WAY ONLY

**CELL PHONES
MUST BE
TURNED OFF
BEFORE
ENTERING THE
LIBRARY**

Violators will have to leave!

**Absolutely
NO
Cell-Phones
Eating
Or
Drinking
In The
Library**

Thank You!

"On entering the room, I
appeared with a new rep
cawide. I told him that I
to die, but that he could n
me. We struggled, and he
me some savage blows. As
bleeding before him, he
years, and declared that it
a sin to kill the any more. I
my forgiveness, and whic
an altar rose. He was
to strike me at his service
day forward." —*Jonathan*

JOHN GALT, M.D.

**Cell phone
conversations
are not allowed
in the library.**

Please take your calls outside.

Thank you.

Use of this table
is limited to
30 minutes
unless authorized by
Library Staff.



You cannot access the following Web address:

<http://meebo.com/>

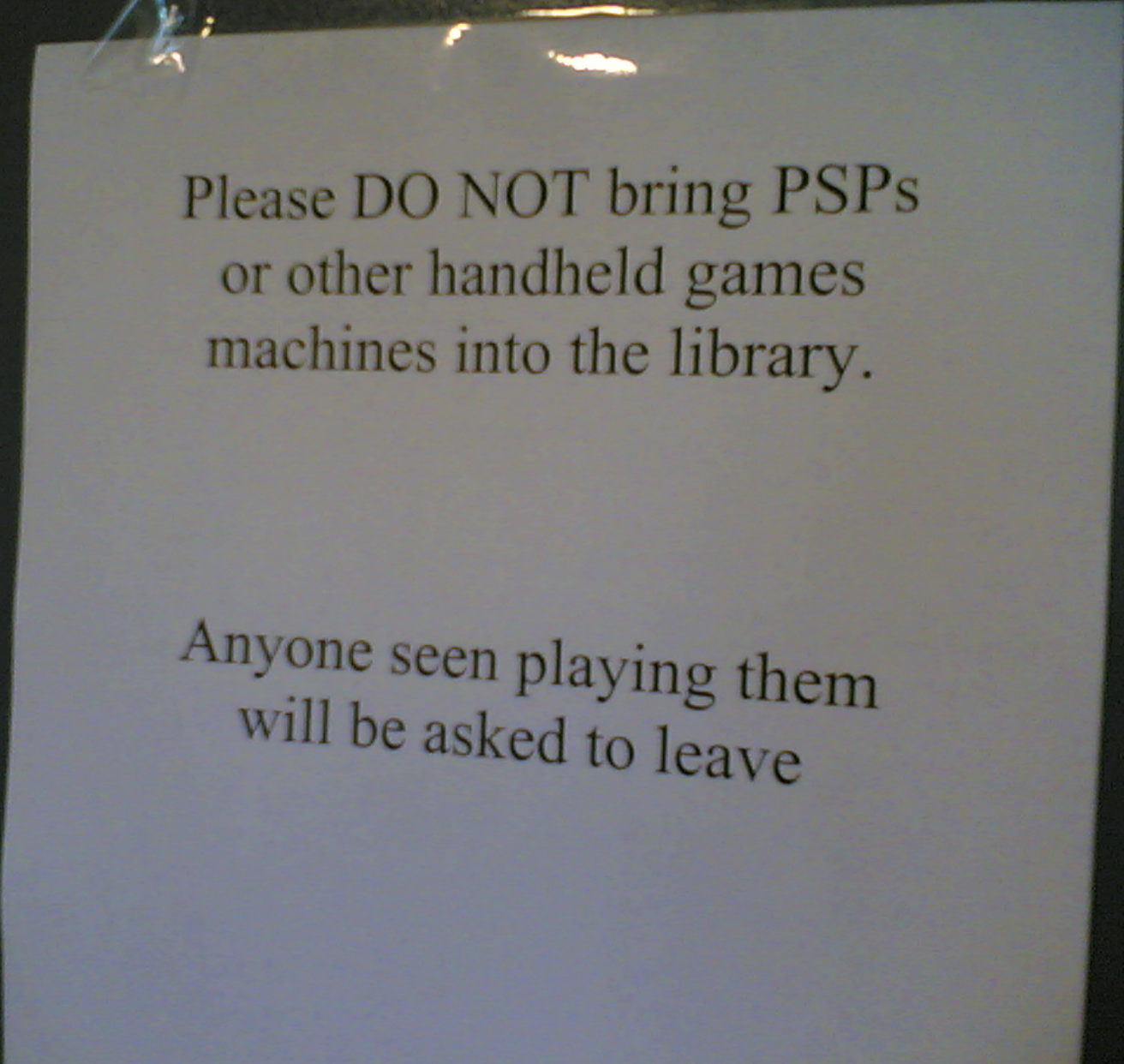
.....
The site you requested is blocked under the following categories:

Instant Messaging

.....
You can:

- [Temporarily override filtering](#) on this computer if you have an override name and password. *(Note that your administrator may be notified that you've bypassed filtering.)*

- Use your browser's [Back button](#) or enter a different Web address to continue.



Please DO NOT bring PSPs
or other handheld games
machines into the library.

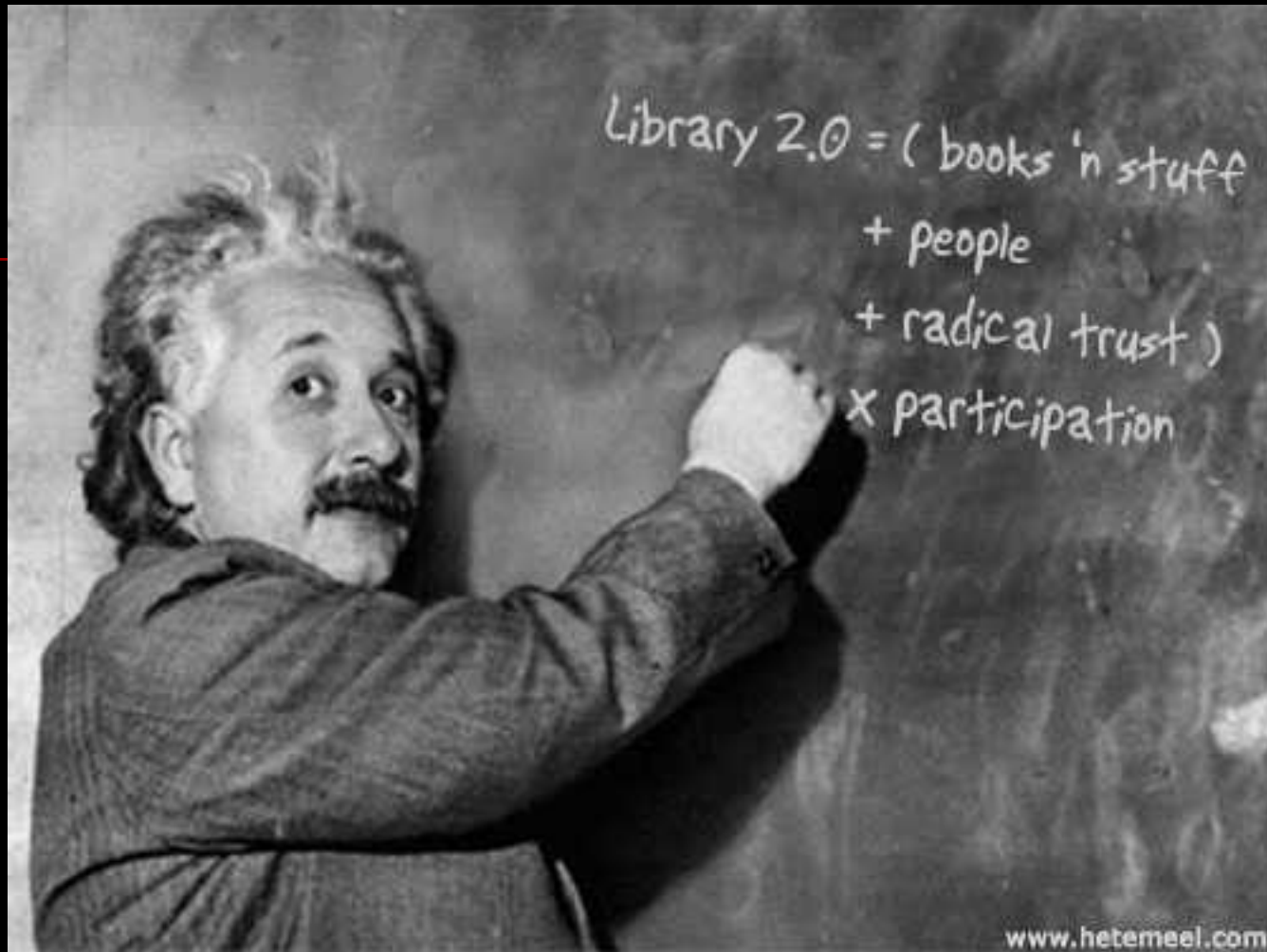
Anyone seen playing them
will be asked to leave



**Teen
Computers
(GAMERS WELCOME)**

Librarian 2.0 builds a Culture of Trust

- Trusts users
- Trusts staff
- Builds resources
- “Would they let me edit the wiki?”



■ Darlene Fichter

Librarian 2.0 is a Trendspotter

- Reads Blogs & Uses RSS feeds
- Reads the professional journals
- LITA Top Trends
- Chats with colleagues at conferences
- Reads outside of our field

Reading List

- OCLC Pattern Recognition
- OCLC User Perceptions
- The World is Flat
- Blink
- The Cluetrain Manifesto
- The Future of Music



Librarian 2.0 gets “content”

- Content is a conversation
- Generation C
- Content is organizing itself
- People are finding each other via their music, video, etc.

Content...

- Users will define their own channels of content streaming in
- Libraries can play a role:
 - Offer content
 - Offer the mechanism to create content
 - Create collaborative services

Rutgers Study!

Beer or
iPod?

Students
say:
iPod!



iTunes Podcasts: Library

Titles



Kankakee Public Library Podcast

steve @ Kankakee Public Library

Category: Education

Free

SUBSCRIBE



Lansing Library Youth News Blog

Lansing Public Library

Category: Public Radio

Free

SUBSCRIBE



Tonight at the Pritzker Military Library

Pritzker Military Library

Category: Arts & Entertainment

Free

SUBSCRIBE



KCET Podcast: ALOUD at the Central Library

L.A. Public Library: ALOUD at the Central Library

Category: Arts & Entertainment

Free

SUBSCRIBE



Pritzker Military Library Podcasts

Pritzker Military Library

Category: Education

Free

SUBSCRIBE



Lansing Library Teen News Blog

Lansing Public Library

Category: Public Radio

Free

SUBSCRIBE



Lansing Library Adult News Blog

Lansing Public Library

Category: Public Radio

Free

SUBSCRIBE



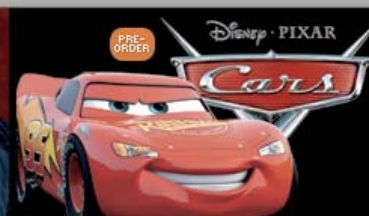
Medal of Honor Series

Pritzker Military Library

Category: Education

Free

SUBSCRIBE

[See All](#)

iPod Games **NEW**

1.  **Pirates of the Caribbean: The Curse...**
Action & Adventure
2. **National Treasure**
Action & Adventure
3. **The Incredibles**
Kids & Family
4. **The Hitchhikers Guide to the Galaxy**
Sci-Fi & Fantasy
5. **The Life Aquatic With Steve Zissou**
Comedy
6. **Gone In 60 Seconds**
Action & Adventure
7. **Good Will Hunting**
Drama
8. **O Brother, Where Art Thou?**
Comedy

Featured Library



Support

1.  **The Wild**
Comedy
2. **Flightplan**
Thriller
3. **Annapolis**
Drama
4. **Glory Road**
Drama
5. **The Hot Chick**
Comedy
6. **The Greatest Game Ever Played**
Sports
7. **Kinky Boots**
Comedy
8. **Casanova**
Comedy

Librarian 2.0

understands the value of Training

- Delivered training in person, online, off-site
- Part of staff development
- Part of the culture - up and down
- A well-trained staff can carry your message to your users

Training Web 2.0

- The Sandbox
- “Why are we doing this?”
- Emerging Technology Group
- Learning 2.0 at PLCMC
- Time to plan for innovation

Other Traits of Librarian 2.0














 E-MAIL  PRINT  MOST E-MAILED

Employees Still Have No Idea What's Going On After Attending Meeting

July 31, 2006 | [Issue 42•31](#)

BOSTON—The staff of Viacom's regional syndication and licensing division have "absolutely no idea" what is happening with their operations, planning, or corporate structure following their four-hour-long operations, planning, and corporate-restructuring meeting, employees said Monday. "Well, it seems like we are either heading into an 'amazing new era,' or losing our jobs," assistant project coordinator Lisa Morgan said. "Or maybe it's something else altogether. At the very least, I'm fairly sure that this meeting concerned how we operate, plan, and structure our work. I think." Morgan said she hoped some of the finer details of the meeting would be made clear in one of the follow-up meetings on Wednesday, Thursday, and Friday. 

[MORE NEWS BRIEFS](#)

Manage Projects Well

- Learn to have effective meetings
- “Death by Meeting” Patrick M. Lencioni
- “Getting Things Done” by David Allen
- Short timelines
- Establish a point person









“Why are we doing
this?”



“But they were
talking
to each other!”

Librarian instructor on students
using discussion forums.

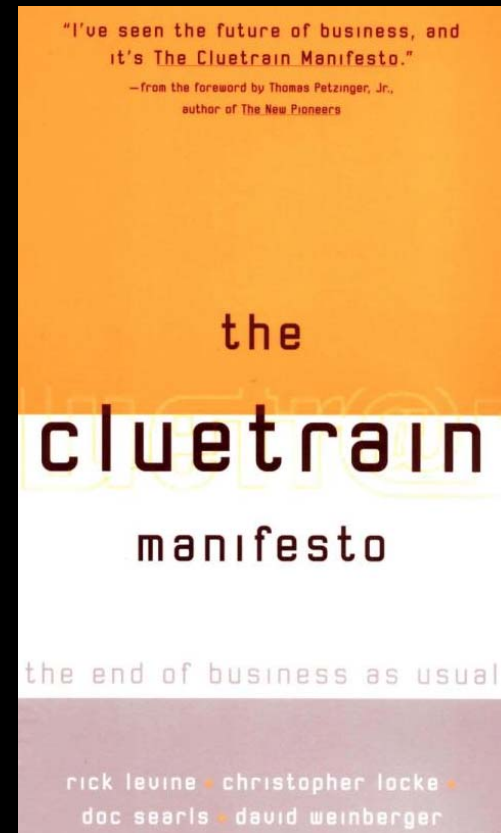


Conversations

- The Social Tools of Web 2.0 create and encourage conversations
- Conversations are taking place online
- With or without you!
- Participate!

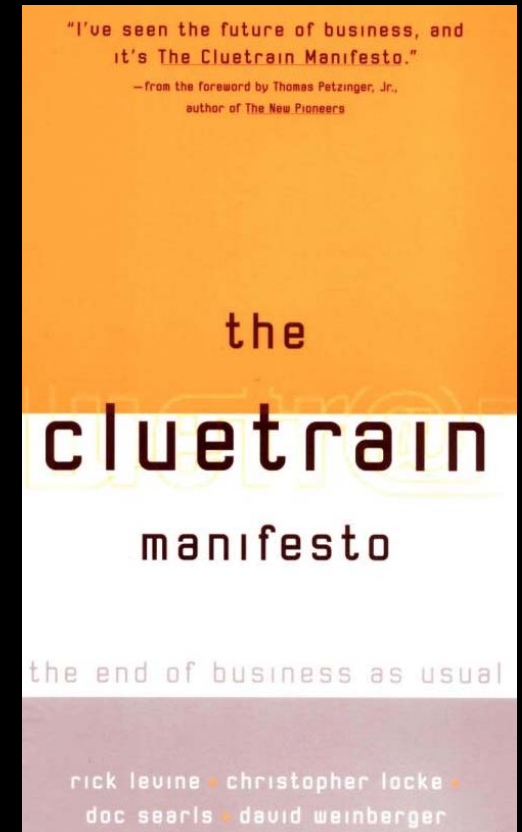
Jumping on the Cluetrain

- Networked conversations are enabling powerful new forms of social organization....



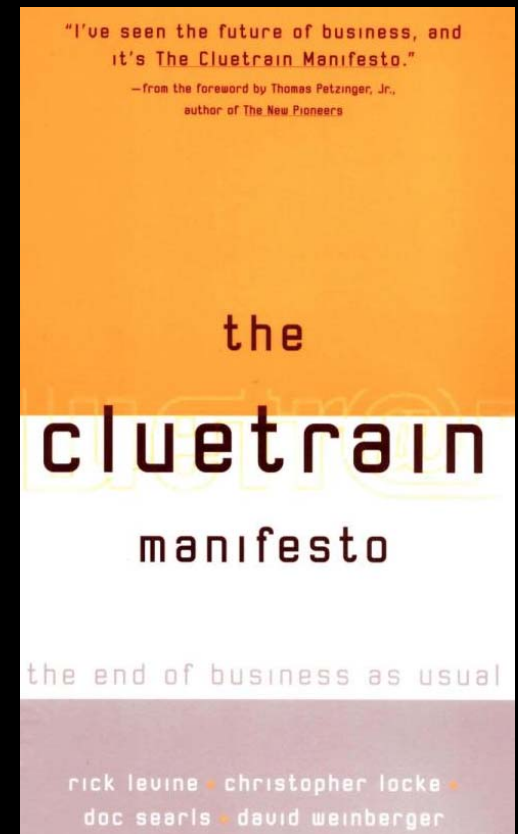
Jumping on the Cluetrain

- **There are two conversations going on. One inside the company. One with the market.**



Jumping on the Cluetrain

- **To speak with a human voice, companies must share the concerns of their communities.**



Companies

can now communicate with their markets directly. If they blow it, it could be their last chance.

Libraries

can now communicate with their markets directly. If they blow it, it could be their last chance.

“We are waking up and linking to each other. We are watching. But we are not waiting.”

Cluetrain Manifesto #95

“A transformation is necessary. Blogs are not a meteor about to darken the skies. Advertising people, and by extension the ad industry, can and will evolve. The good news is the industry could well evolve in to something better, as transparency demands honesty.”

“Are you ready for the participation age?”

David Burn

http://www.adpulp.com/archives/2005/04/are_you_ready_f.php

Perceptions of Your Library

- What conversations are going on outside the organization?
- Are you participating?



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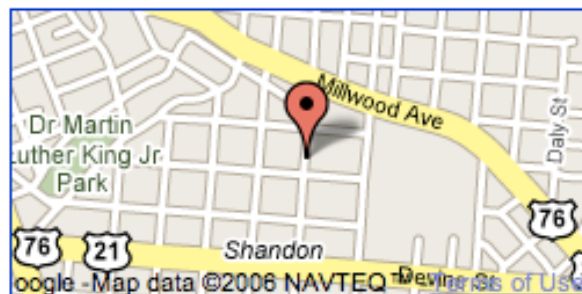
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Wheatley Branch Library

2 reviews

931 Woodrow St
Columbia, SC 29205
(803) 799-5873
state.sc.us



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[Overview](#)

[Reviews \(2\)](#)

[Web Pages \(21\)](#)

★★★★★

[Impressive](#)

The RCPL branches are so impressive from the moment you drive up. The architecture of the buildings is quite unexpected for **library**. The libraries are all well stocked with the ...

[Insiderpages.com](#) - User Review, Audrey F. - Dec 23, 2005

★★★★★

[Richland County Public Library](#)

Richland County **Library** is incredible. It is impressive from the outside and gets even better on the inside. They have a large collection of both fiction and research books. ...

[Insiderpages.com](#) - User Review, Kyle R. - Nov 11, 2005

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43 Places

**Central Library**

(In United States > Washington State > Seattle > Downtown)

I have been here. **NOT WORTH IT!**[See all of mephistothephisto's entries](#)[See everyone planning to go here](#)[mephistothephisto](#) **Untitled** — 6 weeks ago

35 places

This library is a maze and an eyesore to boot. Very cold and beureaucratic feeling, practically straight out of Brazil (the movie). Plus, ever since it was built, a large part of the books in other libraries in town seem to have been relocated there.

Jan 16, 01:31PM PST

Comments:

BOOOOOOOOO! I like it here. anyhow, I always just order the books online when I want to get them from my local library.

Jan 16, 08:28PM | [Respond to this](#)[RevGriddler](#)

40 places

Toward Library 2.0

- Library services where our users are
- “Constant Change”
- Librarycrunch.com
- ALA TechSource Blog
- No matter what you call it....

Next steps for you...

- Where does your library fit in the L2 world?
- Be aware of these tools. Test them out.
- Start with the 6 things!
- Try a Learning 2.0 initiative
- Ponder which one you'll implement first.
- Be ready for a new type of user
- Join the conversation ASAP!

Never Stop Learning

Never Stop Dreaming!

Find Out More

- Learn about Library 2.0
 - Replicates user-driven and user-centered services online
 - <http://www.squidoo.com/library20/>

Library 2.0 Reading List by Jenny Levine & Michael Stephens

LensRank: #33

Rating: ★ ★ ★ ★ ☆ (by 21 people)

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Library Automation

library automation, security, check-in and check-out systems.
www.IDRecall.com

Free Laptop - No Joke

Answer our 5 question survey and we'll ship you a free laptop!
FreeGiftWorld.com

Ads by Google

Make Your Own Page Like This

It's fast, fun and free. (And you could even earn some \$\$, for you or for charity).



Welcome to the Library 2.0 Reading List for the ALA Library 2.0/Library Futures online course.

[Library 2.0 Innovation Boot Camp for ALA](#) | [Library 2.0 at Wikipedia](#)

Web 2.0 Overviews & Articles

Optional reading. Resources for Web 2.0.

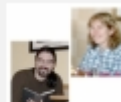
Intro to Web 2.0

Squidoo lens: Intro to Web 2.0 by Joshua Porter

MIT Technology Reviews: Social Machines

As advanced as our PCs and our other information gadgets have grown, we never really learned to love them. We've used them all these years only because they have made us more productive. But now that's changing. When computing devices are always with us, helping us to be the social beings we are, time spent "on the computer" no longer feels like time taken away from real life. And it isn't: cell phones, laptops, and the Web are rapidly becoming the best tools we have for staying connected to the people and ideas and activities that are important to us. The underlying hardware and software will never become invisible, but they will become less obtrusive, allowing us to focus our attention on the actual information being conveyed. Eventually, living in a world of continuous computing will be like

▼ About the Lensmaster



**Jenny Levine
& Michael
Stephens**

This lens is created
by Jenny Levine

and Michael Stephens for the
Library 2.0 course
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State

THANK YOU!

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